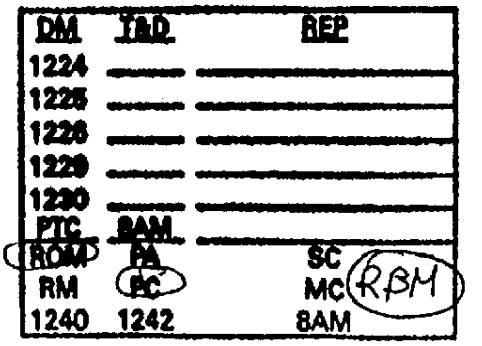
FSC-488-B	12/2/94	TO: RM / RBM / ROM
SUBJECT:	Focus Performance/Payment Report (May 1994 - October 1994) Focus Program Account Maintenance Screen (November 1994 - April 1995)	

DISTRIBUTION:

X	AVP	X	CAM	___	ELM
X	RM	X	Reg.Mil.Mgr.	___	MIL
X	RBM	X	DM	___	REP
X	ROM				

(Sent U. S. Mail to Division Managers)



FOCUS PERFORMANCE/PAYMENT REPORT

Overview

This new function allows you to create Focus account reports showing the performance and payment for direct accounts. It can be used to request selected criteria in a number of ways to analyze performance by accounts within your area of responsibility.

The information can provide a good analysis tool to uncover areas of opportunity with direct accounts to grow RJR share-of-market.

Access Procedure

X Business Information
X Direct Account Related Functions
X Direct Account Printed Reports
X Focus Performance/Payment Report
X Program Period May 1994 - October 1994

Report Application

Selection criteria can be chosen as follows: (See attached example report input screen: 1A)

- Sales Level: For the users access level
- Domestic, Military/Institutional: (either or all)
- Parent Account Number: Report for only the ship-to accounts associated with one parent company
- Plan selection: By Plan A, B, N, O (no entry), A and B, blank (all)
- Performance Level: SOM results by payment grid level (See attached Plan A and Plan B rate table: 1B)
- Class-of-trade: Specific class-of-trade by code, or all classes of trade
- Qualified: Identify any account's qualification status
- Summary page only: If "Y" will only show a summary page by sales level, the detail report (by account) will not be created.

Additional reports may be requested by hitting PF5 (Full). This report request is a little more complicated but gives more flexible report output, since sort and break options can be controlled.

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Memo

-Once a mo.
-15 clear days previous mo.
-Updated report sheet

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There are additional displays and subtotals that also may be requested by coding a "Y" on the appropriate flag, i.e.:

- Plan subtotals - plan summary information by sales level.
- Rate table - performance levels reference selected (By Plan A and Plan B)
- Notes - Prints notes indicating reason for account disqualification.
- Payment cartons - number of cartons reported as sold by Full Price and Savings that the payment is based upon.
- RJR Purch cartons - actual number of cartons purchased by Full Price and Savings during the Focus Period.
- AIM cartons - number of cartons reported as sold, by Full Price and Savings, as reported via Plan A

FOCUS PROGRAM ACCOUNT MAINTENANCE SCREEN (NOVEMBER 1994 - APRIL 1995)

Explained below is the procedure that will be utilized to input the initial program information into the Focus Account Maintenance Screens (via S.I.S) for the Program period: November 1994 - April 1995.

Access Procedure

_X_ Business Information
_X_ Direct Account Related Functions
_X_ Focus - Account Maintenance

INITIAL FOCUS PROGRAM INPUT

Program Plan Designation

Procedure: Field Sales will be responsible to manually input the proper Focus Plan designation for each direct account, i.e., "A", "B", or "N"

Timing: All Focus Program Plan designations must be manually input by: December 15, 1994

RJR Base SOM

Procedure: After Focus Program Payment has been made for the May 1994 - October 1994 Program Period, the System will Automatically populate each participating account's RJR Base SOM on their Account Maintenance Screen for the November 1994 - April 1995 Program Period.

Timing: This systematic process will occur during mid-January 1995.

Note: For New Focus Program participating accounts, the RJR base SOM field will be open for your manual input of the RJR Base SOM for the November 1994 - April 1995 Program Period. This must be done during January 1995.

Should you have any questions regarding these procedures, contact Fred Baumann at extension 7149.

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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Example 1A

EXAMPLE REPORT INPUT SCREEN

DIRECT ACCOUNT FUNCTIONS
FOCUS 1 PERFORMANCE/PAYMENT REPORT
PROGRAM PERIOD: MAY, 1994 - OCTOBER, 1994

Sales Level: ___ (XXXX=NAT, 1XXX=Area, 11XX=Region, 1123=Div)
Domestic/Military: ___ (D = Domestic, M = Military/Inst., ' ' = All)

---------- <OR> ----------

Parent Account Number: _____

Plan Selection: __ (A,B,N (non part.), 0 (no entry), X (plans A & B). ' ' (all)

Performance Level: __ (1,2,3,4,5,6,7,8,9,10, ' ' (for all levels)

Class of Trade __ (10,20,30, ' ' (for all)

Qualified: __ ('Y', "N', 0 (no entry), M(manual), ' ' (for all)

Summary page ONLY ? N (Y/N)

Plan subtotals N (Y/N) rate table N (Y/N) notes N (Y/N)
Payment cartons N (Y/N) RJR Purch cartons N (Y/N) AIM cartons N (Y/N)

Example 1B

PERFORMANCE LEVEL - SOM RATE TABLE

PLAN A

Performance Level	SOM Results From	SOM Results To	Per Carton Payment Full Rate	Per Carton Payment Save Rate
1	-99.9	-0.1	0.04	0.03
2	0.0	1.0	0.12	0.08
3	1.1	2.0	0.14	0.09
4	2.1	3.0	0.16	0.10
5	3.1	4.0	0.18	0.11
6	4.1	5.0	0.20	0.12
7	5.1	6.0	0.22	0.13
8	6.1	7.0	0.24	0.14
9	7.1	8.0	0.24	0.14
10	8.1	99.9	0.24	0.14

PLAN B

Performance Level	SOM Results From	SOM Results To	Per Carton Payment Full Rate	Per Carton Payment Save Rate
1	-99.9	-0.1	0.00	0.00
2	0.0	1.0	0.08	0.05
3	1.1	2.0	0.10	0.06
4	2.1	3.0	0.12	0.07
5	3.1	4.0	0.14	0.08
6	4.1	5.0	0.16	0.09
7	5.1	6.0	0.18	0.10
8	6.1	7.0	0.20	0.11
9	7.1	8.0	0.20	0.11
10	8.1	99.0	0.20	0.11

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Source: https://www.industrydocuments.ucsf.edu/docs/hgby0000